

Cristian Bărbuia

Chief Executive Officer @ Safeflows

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Summary

Executive leader with 18+ years in financial services and technology, focused on business strategy, operations, and cross-functional execution. Currently leading a go-to-market engineering initiative that accelerates B2B lead generation and builds predictable pipeline through AI-driven automation and unified data workflows.

Passionate about aligning strategy with technology, scaling operations, and driving measurable value through innovation, compliance, and operational efficiency.

Work experience

Chief Executive Officer
Safeflows

May 2023 – Present

Safeflows initially operated as a corporate digitalization initiative focused on automating internal data flows to simplify non-financial reporting and board-level dashboards.

Initially key responsibilities (May 2023 – June 2025):

- Designing and implementing the strategic roadmap for product and business development in corporate reporting and digital transformation.
- Leading the architecture and development of a platform automating data collection, validation, and visualization for ESG and non-financial disclosures.
- Defining operational processes and governance models to ensure scalability, accuracy, and cross-functional performance.
- Conducting market research, validated business cases, and managed strategic partnerships with clients and institutional stakeholders.
- Coordinating fundraising, financial planning, resource allocation, and performance tracking to support sustainable growth.
- Planning and executed digital marketing and lead generation initiatives to support business development and client acquisition.

Current Focus (July 2025 – Present):

Safeflows has evolved into a go-to-market engineering company that builds AI-enabled systems for outbound execution, B2B lead generation, and predictable pipeline creation through unified data workflows and automation.

Chief Operating Officer
Modex Technologies

May 2018 – April 2023

- Managing a team of 55+ employees, reporting directly to the CEO, and contributing to business transformation through process simplification and digitalization; serving as an active member of the C-level team and a consultative member of the board
- Driving the company's digital strategy and transitioning core services from on-premises solutions to a SaaS delivery model
- Supporting fundraising rounds and overseeing financial planning, resource allocation, and performance monitoring to ensure sustainable growth and efficient delivery
- Leading business process management and overseeing key departments including Legal, HR, Business Development, Finance, Project Management, Customer Support
- Building and maintaining strategic relationships with technology, financial, and governmental partners, and promoting innovative fintech and blockchain solutions
- Setting the framework, preparing documentation, and implementing Centre of Excellence criteria in alignment with cloud provider standards
- Ensuring compliance by implementing and monitoring international standards (ISOs) across operations
- Defining and overseeing governance for process performance tracking using cost-per-



Profile

I embrace a business approach driven by ethics, shared goals and long-term value creation. Highly motivated, I perform in dynamic environments, bringing strategic insight, focused execution and strong team collaboration to drive impactful results.

Key Skills

Project Management & Agile Methodologies
Business Process Optimization & Digital Transformation
Strategic Planning & Financial Analysis
Leadership & Team Development
Risk Assessment & Compliance

Technical Skills

- ✓ Microsoft Office Suite (Advanced level)
- ✓ JIRA Atlassian
- ✓ SAS Enterprise Guide
- ✓ Data Analytics & Reporting Tools
- ✓ Business Process Modeling
- ✓ Salesforce
- ✓ Hubspot

Latest Trainings & Certifications

- ✓ **CESGA** – Certified ESG Analyst (2023)
- ✓ **PMP** – Project Management Professional (certificate of attendance, 2021)
- ✓ **Agile Methodology** (2021)
- ✓ **Oxford Blockchain Strategy** (2019)
- ✓ **Lean Methodology** (2015)
- ✓ **Fraud risk management & Internal Audit**

Languages

Romanian – Native
English – Professional

Education

- ✓ **Executive MBA** - Romanian Canadian MBA (ongoing, 2024 – 2026)
Bucharest Business School (Romania) and Université du Québec à Montréal (Canada)
- ✓ **Master's degree** – Accounting and Auditing in Financial and Banking Institutions (2010)
Academy of Economic Studies – Bucharest
- ✓ **Bachelor's degree** – Accounting and Management Information Systems (2008)
Academy of Economic Studies – Bucharest

process metrics, KPIs, and KRIs

- Preparing monthly performance reports and ad hoc analyses for the C-level leadership and shareholders
- Providing leadership and mentoring to cross-functional teams and fostering a high-performance, values-driven organizational culture

Senior Project Manager

UNIQA Insurance

Jul 2017 – May 2018

- Planning and managing complex projects to ensure scope, timing, quality, and budget alignment with approved business cases
- Coordinating teams to maintain task cohesion and delivery standards throughout the project lifecycle
- Communicating project status regularly to stakeholders for progress tracking and transparency
- Organizing steering committees and review meetings with key decision-makers
- Documenting and monitoring risks, issues, decisions, deliverables, benefits, and changes in scope
- Supporting business owners and project managers in aligning with UNIQA's internal governance framework
- Training and coaching project managers to ensure adherence to standards, methodologies, and development goals

Architect Business Processes

BRD – Groupe Société Générale

Mar 2015 – Jul 2017

- Applying business architecture frameworks and Lean/Six Sigma methodology to capture and optimize core banking processes
- Leading process improvement initiatives across IBFS headquarters and subsidiaries, collaborating with internal stakeholders
- Reviewing operational workflows to identify automation opportunities and improve efficiency
- Managing the portfolio of process reengineering projects and maintaining the centralized process referential
- Contributing to the alignment of business processes, data structures, applications, and supporting systems
- Ensuring delivery of project outputs in compliance with Lean standards and methodology
- Evaluating strategic coherence and functional alignment of projects with target business architecture

Project Manager

BRD – Groupe Société Générale.

Jan 2014 – Feb 2015

- Consulting with business units to define project objectives and establish key requirements
- Developing project plans based on input from cross-functional departments
- Managing user acceptance testing (UAT) and overseeing test execution
- Collaborating closely with end users to ensure project alignment with business goals
- Handling project constraints, change requests, and issue resolution
- Drafting change management deliverables and supporting go-live phases during implementation

Internal Auditor

BRD – Groupe Société Générale

Jul 2008 – Dec 2013

- Conducting operational and financial audits in accordance with international standards
- Analyzing internal control, governance, and risk management frameworks across business units
- Identifying areas of improvement and delivering actionable recommendations to strengthen controls and reduce risk exposure
- Collaborating with senior management to follow up on remediation plans and ensure compliance with regulatory and policy requirements